

Fundamentals of Finance and Accounting

for the Non-Financial Executive



PHILADELPHIA
May 6-8, 1981

NEW YORK CITY
May 11-13, 1981

CHICAGO
May 11-13, 1981

ATLANTA
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DALLAS
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DENVER
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NEW YORK CITY
May 18-20, 1981

FUNDAMENTALS OF FINANCE AND ACCOUNTING FOR THE NON-FINANCIAL EXECUTIVE

"Fundamentals" is a comprehensive three-day seminar designed to furnish an overall understanding of the role of accounting and finance in the success of an enterprise. The seminar develops a systematic and comprehensive approach to financial analysis, capital budgeting and financial leverage.

Participants become familiar with the financial process and the diverse activities necessary to develop meaningful financial involvement.

It solidifies and broadens the knowledge of "old hands"

and "newcomers" alike and develops a firm foundation for rewarding professional growth.

It is recommended for all levels of personnel, including those involved in the management of marketing, engineering, manufacturing, purchasing, research and development, and distribution.

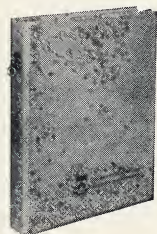
Discussion material and case histories are presented to encourage both individual and group discussions about current and future problems in this area of management responsibility.

AT THIS SEMINAR YOU WILL:

- Get a complete overview of financial reporting . . . its problems, solutions, advances and new directions.
- Learn the meaning of such generally accepted accounting principles as "the conservative approach" . . . "consistency" . . . "going concern" . . . "full disclosure" . . . "stable monetary unit" and many more.
- Acquire insights into the crucial financial tests used by top management in formulating policy.
- Become familiar with the terminology of accounting and finance, so that you can interpret financial statements accurately.
- Review case histories that will increase your understanding and awareness of the financial reporting process.
- Learn how to effectively communicate with your company's financial executives.

ABOUT OUR SEMINAR

This seminar is presented by one or more instructors from the Wharton School faculty rather than by a variety of speakers making a series of presentations. In order to present a seminar in its entirety, our instructors invest a considerable amount of time researching and preparing the material. This approach allows participants to follow a controlled and systematic flow of material, resulting in an effective and comprehensive program. Our seminar leaders are selected for executive education seminars for their expertise, ability to communicate and skill at being a medium through which participants can relate to each other.



REFERENCE MANUAL

Each participant will receive a comprehensive reference manual of the curriculum for this seminar which will serve as a valuable source in the future.

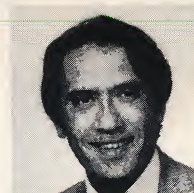
CERTIFICATES OF PARTICIPATION

A certificate of participation will be awarded by The Wharton School of the University of Pennsylvania to all seminar participants.

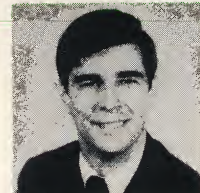
CONTINUING EDUCATION UNITS

Each participant in this seminar will receive Continuing Education Units. CEU's are nationally recognized units of achievement which may be used as evidence of increased performance capabilities and for job advancement.

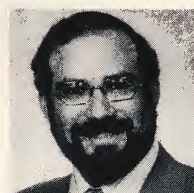
SEMINAR LEADERS



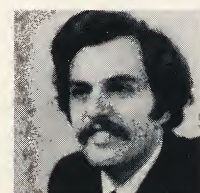
Claude S. Colantoni



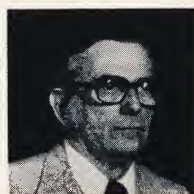
Thomas E. Huff



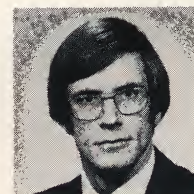
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Jeffrey F. Jaffe



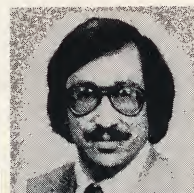
John H. McMichael



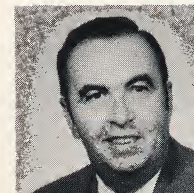
John Percival



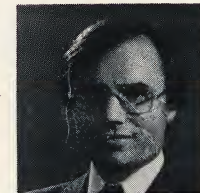
Carl A. Polsky



Leslie L. Spero



Matthew J. Stephens



Randolph Westerfield

SEMINAR CONTENT

FINANCIAL STATEMENT ANALYSIS

- Interpreting your firm's financial signals for yourself
- The objectives and use of the income statement
- Learning balance sheet analysis including the nature of assets, liabilities and equity
- Obtaining and applying funds and ratio analysis

THE TIME VALUE OF MONEY

- Factors affecting present and future value
- Factors affecting discount rate

THE ROLE OF THE INDEPENDENT PUBLIC ACCOUNTANT

- Understanding the auditor's report
- Controversies in accountants' methods and independence

EVALUATION OF FINANCIAL DATA

- Factors causing amount of and fluctuation in profit
- Criteria for examining the performance of different divisions and product lines
- Selected measures of performance
- How to evaluate the use of assets irrespective of the financing of the assets, as in divisional statements

CASE STUDIES TO REVIEW AND AMPLIFY THE CONCEPTS OF FINANCIAL DATA ANALYSIS SELECTED DECISION MODELS

- Decision rules for top management to improve assessment and predictive ability

INVESTMENT AND BUDGETING DECISIONS

- Understanding cash flow
- Project return on investment
- Cost accounting fundamentals to help you measure changing business trends

COMMENTS FROM RECENT ATTENDEES:

"Most informative seminar I have attended. A must for manufacturing executives."

Edward E. Wilson, General Manager, Hurd Lock & Manufacturing Company, Greeneville, Tennessee

"Course material-extremely practical, quality of presentation-excellent, excellent instructors-professional in every way."

John Van Putten, Division Sales Manager, Kratos, Inc., Pasadena, California

"Found the steps logical and well-defined, leading to a fast paced and exciting understanding of material."

Gerald A. Kasten, Manager-Marketing Services, Information Handling Services, Engelwood, Colorado

"This is the best course I've ever taken!"

Carolyn S. Konheim, Program Manager, Combustion Equipment Associates, Inc., New York, New York

"Excellent Course. Sheds light on a potentially dry subject matter in a lively way utilizing layman's terms."

Joseph R. Pierro, Product Manager, American Can Company, Brookfield Center, Connecticut

"A no-nonsense seminar with tremendous application to financial decisions and trends for today's planning activities."

Fredrika W. Vaupen, Client Billing Manager, Doremus & Company, New York, New York

"Excellent course, presented by skillful and sharp instructor. As a non-financial executive, (it was) exactly what I was looking for."

Eugene A. Cernan, Executive Vice President Coral Petroleum, Inc., Houston, Texas

"Excellent! I want everyone in my department to attend this seminar."

Donald H. Price, Vice-President, A & P, Montvale, New Jersey

The Wharton School Presents
An Intensive Three-Day Seminar

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OFFERED IN:

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GENERAL INFORMATION

TO REGISTER: Early registration is recommended. Phone the registrar at 212/953-9022 or complete the form below. Although we do not encourage late registration, you may register up to the day of the seminar. To ensure a room at the hotel where the seminar is scheduled, please register at least four weeks in advance.

LOCATIONS: The seminar is held in a comfortable meeting room in a conveniently located hotel. For hotel information and reservations, call 212/953-9022. Hotel information will also be listed on your confirmation form.

SCHEDULE: The seminar hours are from 9:00 A.M. to 5:00 P.M. with a break from 1:00 P.M. to 2:15 P.M.

FREE: \$745 tuition fee per person plus \$85 registration fee per organization per seminar, payable in advance. Fees include the cost of all workbook and handout materials.

TEAM REGISTRATION SAVINGS: After the first registration, all additional registrations from the same organization are subject only to the tuition fee — saving you \$85 per registrant.

TAX DEDUCTION OF EXPENSES: An income tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills. This includes registration, travel, meals, lodging... (see Treas. Reg. 1.162-5, Coughlin vs. Commissioner 203 F.2d 307).

MAILING LIST: If you wish your name added to or deleted from a specific list, please contact the List Coordinator; University Conference Center—11th Fl.; 360 Lexington Avenue; New York, New York 10017. Since mailing lists cannot always be cross-checked, you may receive more than one brochure. Please pass it along to an interested associate.

CANCELLATION POLICY: You may transfer at any time before the seminar or send an associate in your place. If you cancel more than one week prior to the meeting, you are not subject to any fees. If your cancellation is received 4-5 working days prior to the meeting, you are subject to a \$100.00 service charge. Registrants whose cancellation requests are not received by the registrar 3 working days prior to the meeting are liable for the entire fee. Please ask for a cancellation number if you must cancel.

CERTIFICATES OF PARTICIPATION: The Wharton School of the University of Pennsylvania will award Certificates of Participation to all who attend.

CONTINUING EDUCATION UNITS: Attendees also receive one CEU for each 10 contact hours of participation.

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TWO WAYS TO REGISTER FAST

1) Call 212/953-9022

2) Fill out the form below
and mail to:

Registrar — 14th Floor
University Conference Center
360 Lexington Avenue
New York, N.Y. 10017

FOR INFORMATION ON OTHER NATIONALLY HELD SEMINARS, either call 212/953-7272 and ask specifically for Information Services, or check off subjects of interest and mail the completed form to: Information Services; University Conference Center — 20th Fl.; 360 Lexington Ave.; New York, N.Y. 10017.

(Please limit yourself to three choices.)

- ☐ Methods of Forecasting and Decision-Making for Executives
- ☐ Setting and Implementing Management Goals: Managing by Objectives and Results
- ☐ Matrix Management
- ☐ Managing People
- ☐ Fundamentals of Budget Planning and Control
- ☐ Fundamentals of Management for New and Prospective Managers
- ☐ For information about the "Wharton Magazine", The Wharton School's own magazine for management, check this box.

FOR INFORMATION ON IN-COMPANY PROGRAMS

If you have at least 20 individuals who might benefit from this program, you should consider a cost-effective presentation at your facilities.

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2) Fill out the form below
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REGISTRATION FORM — FUNDAMENTALS OF FINANCE AND ACCOUNTING FOR THE NON-FINANCIAL EXECUTIVE

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